

## Message Text

UNCLASSIFIED

PAGE 01 GABORO 00779 121311Z

43

ACTION AF-06

INFO OCT-01 ISO-00 EB-07 /014 W

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R 121225Z JUN 75

FM AMEMBASSY GABORONE

TO USDOC WASHDC

INFO SECSTATE WASHDC 6685

AMCONSUL JOHANNESBURG

UNCLAS GABORONE 0779

E. O. 11652: N/A

TAGS: BEXP, BC

UUBJECT: AMERICANAGRIQSINESS FIRM: BOTSWANA TRADE FAIR

REF: DEPARTMENT A-3596

1. EMBASSY HAS BEGUN INQUIRIES INTO POSSIBILITIES FOR CAMPBELL SOUP COMPANY TO DO BUSINESS IN BOTSWANA. WE FEEL THAT PARTICIPATION IN BOTSWANA NATIONAL TRADE FAIR WOULD INCREASE AWARENESS HERE OF PRODUCTS AND CAPABILITIES. FAIR, TO BE SHELP JULY 24-26, WILL BE OPENED BY PRESIDENT KHAMA, MINISTERS AND OTHER GOB OFFICIALS, AND WILL BE ATTENDED BY REPRESENTATIVES OF NEIGHBORING COUNTRIES. FAIR IS THE MAJOR EVENT OF ITS KIND IN BOTSWANA AND SHOULD BE ATTENDED BY ABOUT 35,000 PEOPLE.

2. COMMERCE ACTION: PLEASE CONTACT APPROPRIATE CAMPBELL'S REPRESENTATIVE RE PARTICIPATION IN THE FAIR. SHOULD THEY BE INTERESTED, PLEASE INFORM US ASAP OF THE NATURE OF EXHIBIT-. PHOTOS, BROCHURES, WORKING MODELS OR AX OTHER TYPE OF EXHIBIT WOULD BE WELCOME. ALSO, EMBASSY COMPILING U.S. PAVILLION BROCHURE. IF CAMPBELL WISHES TO BE IN BROCHURE, WE NEED TEXT OF NO MORE THAN 300 WORDS.

BOLEN

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
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**Current Classification:** UNCLASSIFIED  
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